

1. Record Nr.	UNINA9910465852203321
Autore	Lempert Michael
Titolo	Creatures of politics [[electronic resource]] : media, message, and the American presidency // Michael Lempert and Michael Silverstein
Pubbl/distr/stampa	Bloomington, IN, : Indiana University Press, 2012
ISBN	1-283-54610-8 9786613858559 0-253-00756-9
Descrizione fisica	1 online resource (284 p.)
Altri autori (Persone)	SilversteinMichael <1945-2020.>
Disciplina	320.97301/4
Soggetti	Communication in politics - United States Presidential candidates - United States - Language Rhetoric - Political aspects - United States Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction: "message" is the medium -- Getting it "ju-- st right!" -- Addressing "the issues" -- Ethno-blooperology -- Unflipping the flop -- The message in hand -- What goes around.
Sommario/riassunto	It's a common complaint that a presidential candidate's style matters more than substance and that the issues have been eclipsed by mass-media-fueled obsession with a candidate's every slip, gaffe, and peccadillo. This book explores political communication in American presidential politics, focusing on what political insiders call ""message."" Message, Michael Lempert and Michael Silverstein argue, is not simply an individual's positions on the issues but the craft used to fashion the creature the public sees as the candidate. Lempert and Silverstein examine some of the revelatory moments i